



**Camden County
Workforce Development Board**
Supporting the Development and Retention of a World Class Workforce

Gregg T. DeBaere, Chair
Jeffrey S. Swartz, Executive Director

LITERACY COMMITTEE
MINUTES, SEPTEMBER 13TH, 2017
AT THE CLEMENTON MEMORIAL LIBRARY

ATTENDANCE

MEMBERS		3-Jan	7-Feb	7-Mar-17	4-Apr-17	9-May-17	6-Jun-17	11-Jul-17	8-Aug-17	13-Sep-17
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern NJ		X			X	X		X	
Beach, Patti	Camden County One-Stop	X		X						
Dann, Carol	Camden County College	X	X		X			X		
Kalitan, Marilyn	Kalitan Consulting	X	X	X	X	X				
Knopf, Dick	Marketing Professional Services	X			X	X			X	X
Young, Jennifer	Verizon		X				X			
Weaver, Thomas	Mayor, Clementon Borough							X		X
Goodman, Steve	Volunteers of America, Del Valley	X				X	X	X	X	X
Welder, Laura	JEVS	X								
Walton, Marcie	VOA-Face Forward									
Powell, Michelle	Camden County College									
Pryor, Regina	DOL-Employment and Training	X	X	X			X		X	X
Desiderio, Daniela	Housing Authority, City of Camden			X						
Naila Tanczak	DOS La Quinta Inn & Suites					X				
Holly Strobl	Council Women, Clementon Borough							X	X	
Laurie Maguire	Camden County One-Stop, Workforce Learning Link					X				X
Donna Rimby	Clementon Memorial Library									X
Swartz, Jeffrey S., Exec. Director	WDB			X		X		X	X	
Stubblefield, Lelia	WDB									
Varallo, Kathleen	WDB	X	X	X	X	X	X	X	X	X
Williams, Leslie J	WDB									
Naroden, Eric	WDB Intern									
Debbie Friedner	Camden County One-Stop Career Counselor		X							

WELCOME

Ken Brahl called the meeting to order, welcomed attendees and asked for roundtable introductions. He thanked the staff of the Clementon Memorial Library and Mayor Thomas Weaver for hosting the meeting. Ken also welcomed guests, Katie Agresta and Adreinne McManis from the Clementon Elementary School. He thought it would be a good idea to meet at the library to get a visual idea on how to set up the Literacy Day event.

• LITERACY NEEDS ASSESSMENT UPDATE (LNA)

Ken began with a brief history behind the Literacy Needs Assessment and how the idea of this Literacy Day pilot program came about.

Ken said, Carol Dann, Director, Camden County College, Adult Basic Skills, who leads a Consortium for Literacy Services, wanted a current Literacy Needs Assessment for Camden County that could be used for certain grants. Ken said once the research began, he realized it was not a Camden City problem, it was a problem throughout the County. English, as a Second Language (ESL), was a large contributing factor in the County. The LNA findings were presented in a map format. Once the Literacy Needs Assessment (LNA) was

completed, Ken said he presented it to the full WDB Board at their September 2016 WDB Quarterly Meeting. Mayor Weaver was present and approached Ken after the meeting with his interest and support of the LNA. He was kind enough to offer the Clementon Memorial Library to host some sort of awareness program that would educate local residents about what types of Literacy help could be found in the County. The Literacy Committee met about the idea of holding a Family Literacy Day. They agreed that it might be difficult to get the word out to adults who had literacy issues about programs. It was decided to create a family friendly event that would bring children and parents together with the idea that reading to a child can help increase literacy skills. Each child will receive one or more books and the parents will receive information about job readiness and literacy help that are offered in the local area. Ken said this pilot program will be a leaning tool to understand more about how we can help the community at large. We have no idea whether we will attract 4 or 400 hundred families. Ken said they also discussed with Freeholder Liaison Jonathan Young, the offer by Mayor Thomas Weaver to plan a model program, Literacy Day at the Clementon Library. Freeholder Young is in support of the idea and will help in any way he can.

- Clementon Memorial Library Family Literacy Day,
Saturday, October 14th, 2017 10:00am – 12:00pm

- FLYER AND PROMOTION

The committee discussed the flyer and made some changes. Kathleen Varallo, WDB Administrative Assistant said that events planned by the WDB or its committees must include components of workforce development or work readiness in order to adhere to its mission and purpose. The flyer was reviewed by the WDB to make sure it included the proper, language, titles and sponsorship by the Camden County Board of Freeholders. The committee discussed the workforce development aspects of the event and agreed to be sure that services geared to work readiness were included. Attracting children will bring the parents and adult literacy skills services will be a focus of the event. The committee agreed that the free book give-away should be clearly stated on the flyer. They also agreed that offering free food is always a big draw to any event. Ravitz Family ShopRite have agreed to provide bags and snacks for the kids. The committee discussed translation of the flyer into the Spanish language on the reverse side. The flyer will be sent home with students in the schools in close proximity to the library. Kathleen said the county offices offered to help with the design and multiple copies of the flyer. Mayor Weaver said the schools will distribute the flyer as long as there is a disclaimer added to the flyer that the event is not school sponsored.

- OUTDOOR LOGISTICS AND PERMITS

Ken asked if there were any permit issues that needed to be addressed. Mayor Weaver said he did not think that any special permits needed to be obtained. He also informed the committee that a Fire Prevention Day event will be held on the same day at the Community Building right next door to the Library. He also said that adjacent parking lots will be open to accommodate additional cars. The city will provide additional crossing guards to help guide families at street crossings. All agreed that both events could complement each other. The committee discussed having a banner and some ways to draw attention to the event. Donna Rimby, Clementon Memorial Library Volunteer Director said that the community room could be cleaned up and used for the

event. As long as most of the activities took place inside the building there would not be a need for additional outdoor facilities or equipment. Ken offered to bring a promotional tent from Shoprite for some part of the event that could take place outside.

- **BOOK GIVE-AWAY AND LITERACY SERVICES.**

The committee discussed the logistics of the giving away of the books. Ken directed the committee to take a tour of the library to find the best place to set up most of the event. The committee walked through the building and outside around the grounds and discussed the different locations that activities could take place. It was agreed that the community room could serve to hold all the activities and maybe one or two activities outside under the tent that Ken offered such as the story time. Mayor Weaver said there were enough folding tables to accommodate all the activities. Regina Pryor, LWD, said she would bring the “Bag of Books” display and set it up on the Wednesday before the event. Dick Knopf, Marketing Professional Services said he got a donation from BookMates. Kathleen said there was information and contacts about “Bag of Books” and BookMates in the August 8th, 2017 Literacy/Abilities Committee minutes she distributed at the beginning of the meeting. Kathleen said that Matt Verney, WDB Executive Committee and Youth Chair, dropped off a stack of brand new books from TD Bank. PNC has not committed to be present at the event but they are definitely donating bilingual books.

Additionally, Adult services would include information about the One-Stop Learning Link, the Adult Basic Skills Consortium and Hispanic Family Services. Laurie Maguire, Camden County One-Stop said that she will contact the Literacy Volunteers office that is located at the Camden County One-Stop. She said a person could also be assigned to the computer station in the library to show adults how to log into Career Connections. Kathleen said that a representative from TD Bank offered to perform a demonstration on how to access online literacy skills assistance.

Ken summarized by thanking everyone all of their contributions to the event. He looks forward to this being a great pilot event and one that we will learn from as we move forward to assist with literacy needs in the local communities around the county

NEXT MEETING

The Literacy Committee and Abilities Committee will meet on October 10th, at 9am at the WDB office. A notice will be sent to committee member as soon as the date is confirmed.

Submitted by,

Kathleen Varallo,

Administrative Assistant,

Camden County Workforce Development Board